

Catherine Cole Murphy

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ART DIRECTOR

International Editorial and Advertising Publishing Experience Across Platforms

Outstanding understanding in overall brand stewardship with superior art direction and design skills. Able to contribute to creative development and execution for a wide range of projects, specializing in new magazine development, redesign, upscale lifestyle branding, advertising, marketing materials, digital media and web site design. A team leader with focus on improving consumer response and increased circulation and sales. Excellent typographic, design and conceptual skills from strategy to completion. Maintain the highest standards and quality assurance under tight deadline pressure. Active in digital user-experience issues and best practices.

PROFESSIONAL HIGHLIGHTS

THE NEW YORK TIMES

Art Director, Contract Basis

2006-Present

Art Direction and management responsibilities from design inception to final execution.

Daily and **Weekend Arts, Business, Dining, House & Home, Real Estate, Sports, Thursday** and **Sunday Styles** sections.

THE FLYING MURPHYS www.theflyingmurphys.com

Partner/Creative Director

2000-Present

Providing digital and print creative services to diverse publishing and high-end lifestyle focused clients.

Large increase in sales with high-volume traffic and excellent customer response for e-commerce and website development

Redesign and modernization of magazines with extensive photographic production experience on fashion, beauty and lifestyle shoots for websites and magazines. **Immediate increase in consumer and media interest** with improved branding profile.

PLENTY MAGAZINE

Creative Director

2004-2006

Created new category environmental lifestyle magazine and website from prototype to national circulation of over 100,000.

Oversaw all design and brand identity, photography and production as well as conceptualizing stories for a **new vision of environmentalism**, adding a large dose of sex appeal and humor.

ANGELINE'S Paris, France

Art Director

1994-1997

Avant-garde high-end fashion magazine based in Paris in native French catering to the fashion and beauty market in Europe.

Supervised all design, photography and production with contributions conceptually to the content, establishing an **irreverent but**

elegant view of current fashion trends. **Created first unisex magazine with two covers, one male, one female** on themed issues.

Gained trend-setting status in Paris fashion world and made big media impact with increase in circulation.

EDICIONES CONDÉ NAST Madrid, Spain

Art Director, Special Projects

1990-1994

Developed and created new magazines, advertising, and promotion departments in native Spanish language.

Oversaw and created **GQ** (initially **Vogue Hombre**), **Vogue Novias (Brides)** and advertising departments for **Vogue, Casa Vogue** and all **Condé Nast Spain**. Created special editorial supplemental magazines and produced extensive advertising and promotional award-winning campaigns among which were:

• **Coca-Cola** • **Lancia** • **Opel** • **Renault** • **Mercedes Benz** • **Revlon** • **Dior** • **Estée Lauder** • **Major liquor brands**

Original creative conceptual development from concept proposal and pitch to advertising client and final execution and production.

ADDITIONAL CLIENT EXPERIENCE

Paint Library, e-commerce website design and development for high-end paint and wallpaper company in the U.K.

Ladies' Home Journal, Art Director, responsible for complete redesign and staffing for historic title with over 4.5 million circulation.

Jardin Des Modes, Paris, France — Art Director, established fashion magazine

Vogue, Milan, Italy — Design and Layout for **Vogue Belleza** for **Vogue**, Milan, Italy

Harper's Bazaar, freelance Art Director over several years revitalizing the heritage of Brodsky and 50s look and feel to the magazine.

Grey Advertising, Freelance Art Direction on **Hotel Intercontinental & Revlon Accounts** with comps and storyboard development

EDUCATION

University of Iowa, Iowa City, IA

BFA | Fine Arts

Mac Learning Center, Web Graphics Essentials

Art Students League Life Member

AWARDS

Jasmine Prize First prize, Image

International Fragrance Foundation

Silver Addy Award Fashion Catalogue, New Orleans

Des Moines Art Center Merit scholarship